

Marc E. Davis

Sally N. Rosenthal".

At page 34, line 4, delete "within the set of";  
line 5, delete "content data".

IN THE CLAIMS

Please cancel Claims 1-12, 14-19, 21-31, 41-46, 48-50,  
55-57, 59-64, 66 and 67.

Please amend the claims as follows:

13. (Amended) A system [as in Claim 1, further comprising]  
for engaging the peripheral attention of a person in the vicinity  
of a display device of an apparatus, comprising:

a content display system associated with the display  
device, the content display system including means for  
receiving a set of content data and a set of instructions  
for enabling a display device to selectively display, in an  
unobtrusive manner that does not distract a user of the  
apparatus from a primary interaction with the apparatus, an  
image or images generated from a set of content data, the  
content display system further including means for using the  
display device to selectively display the image or images  
using the set of instructions;

a content providing system including means for  
providing a set of content data to the content display  
system;